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ANNUAL REPORT TO STOCKHOLDERS



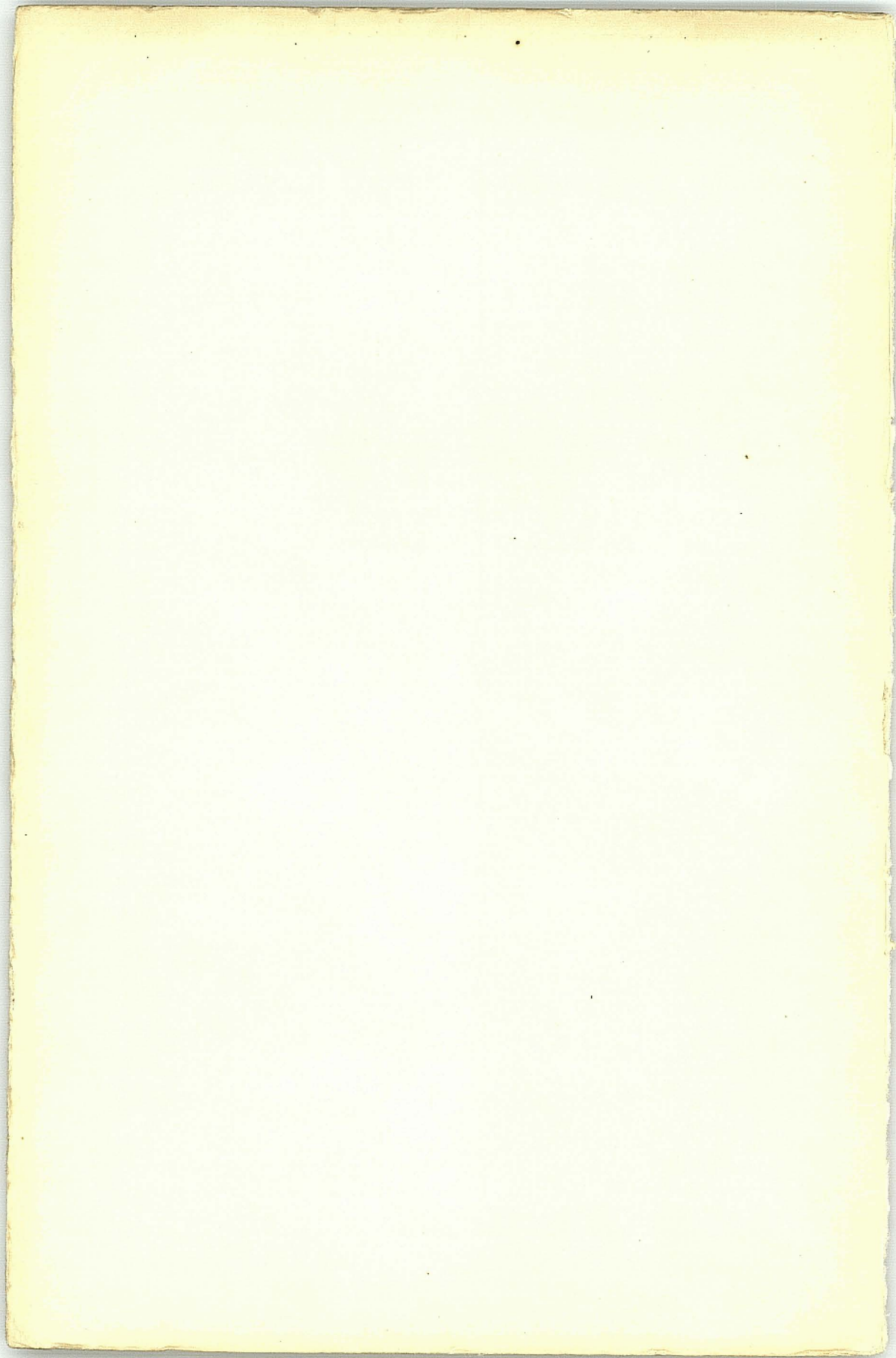
1930

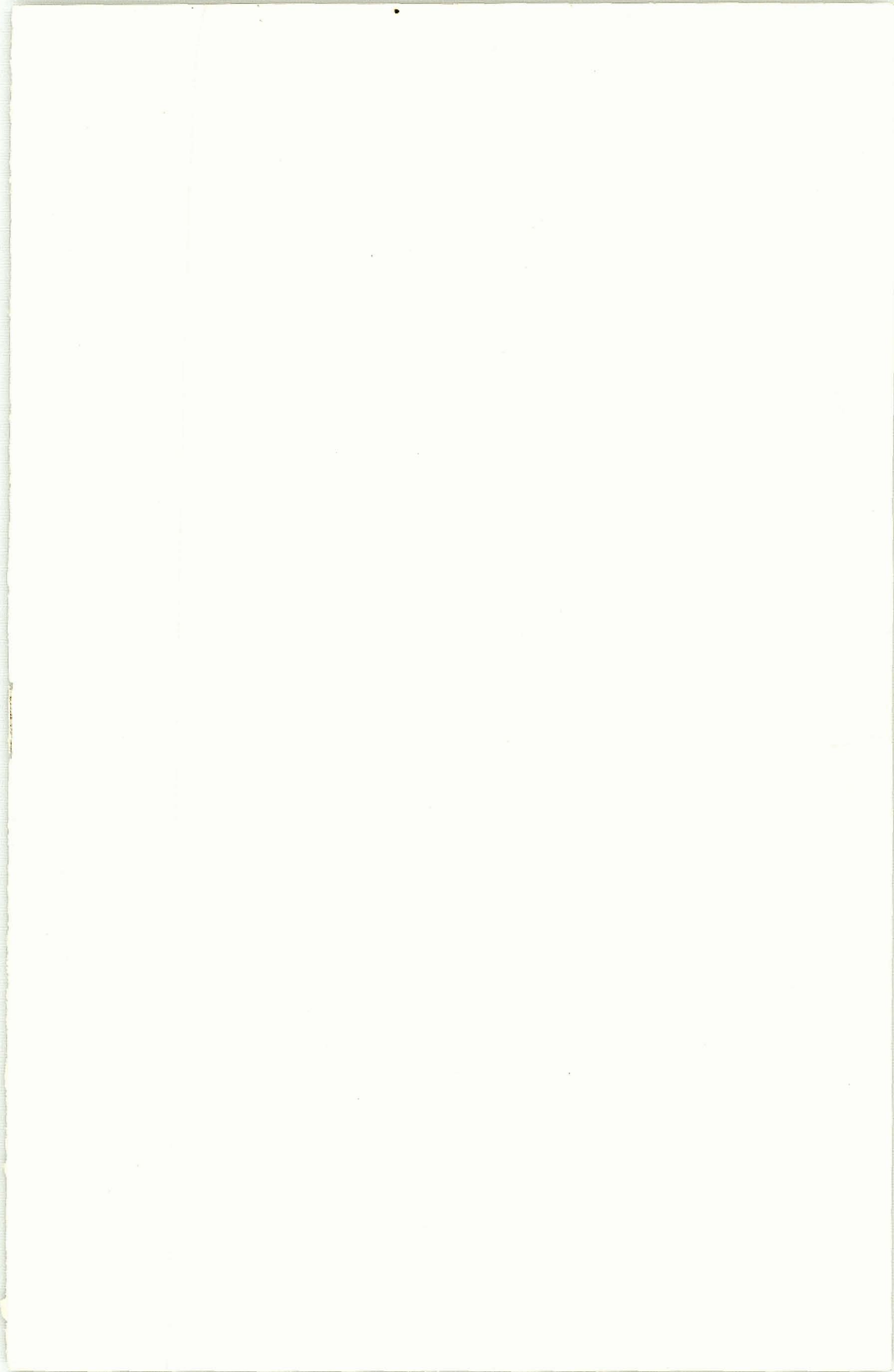
THE COCA-COLA COMPANY
ATLANTA, GA.

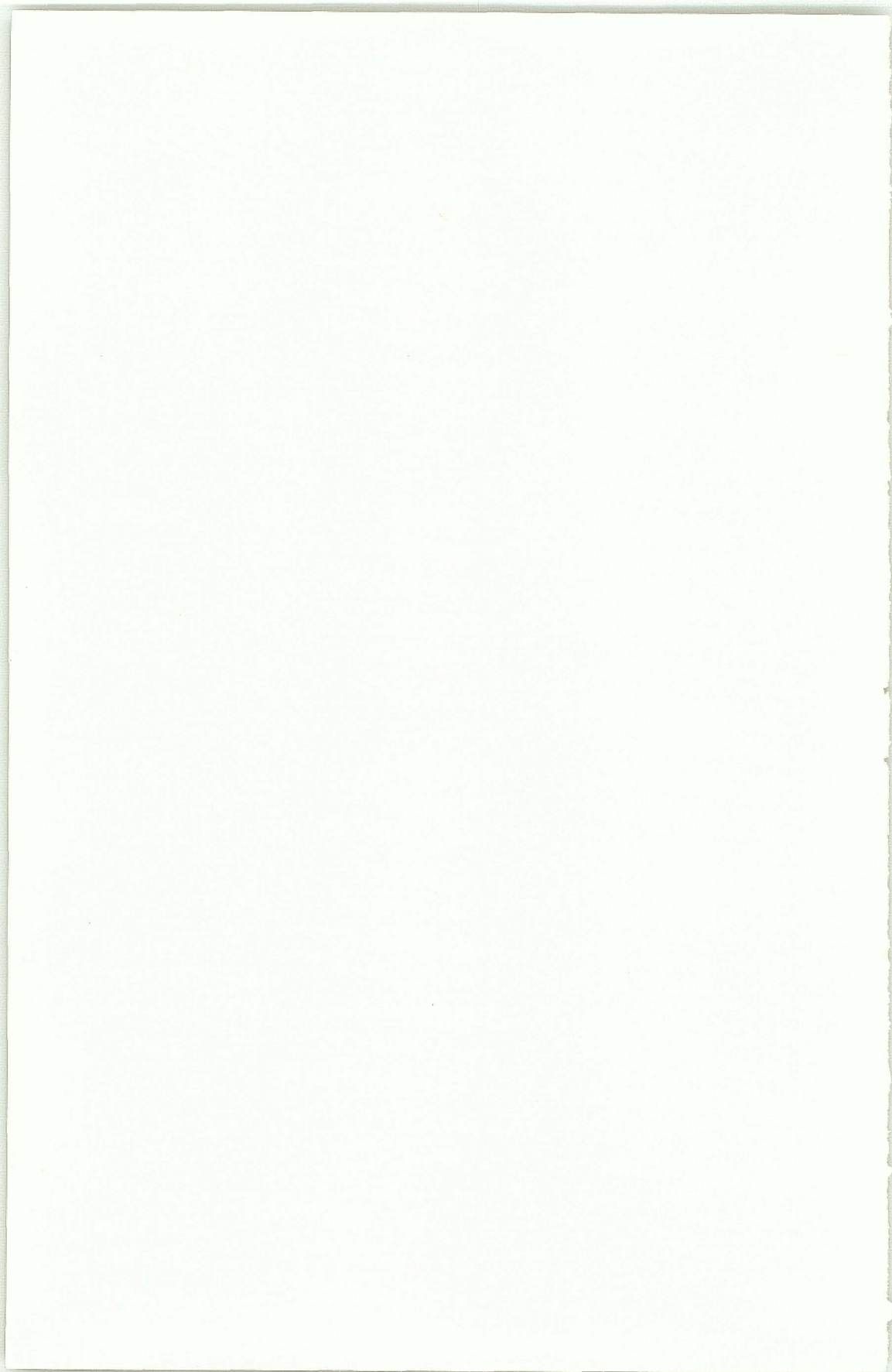
BOARDS

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642r





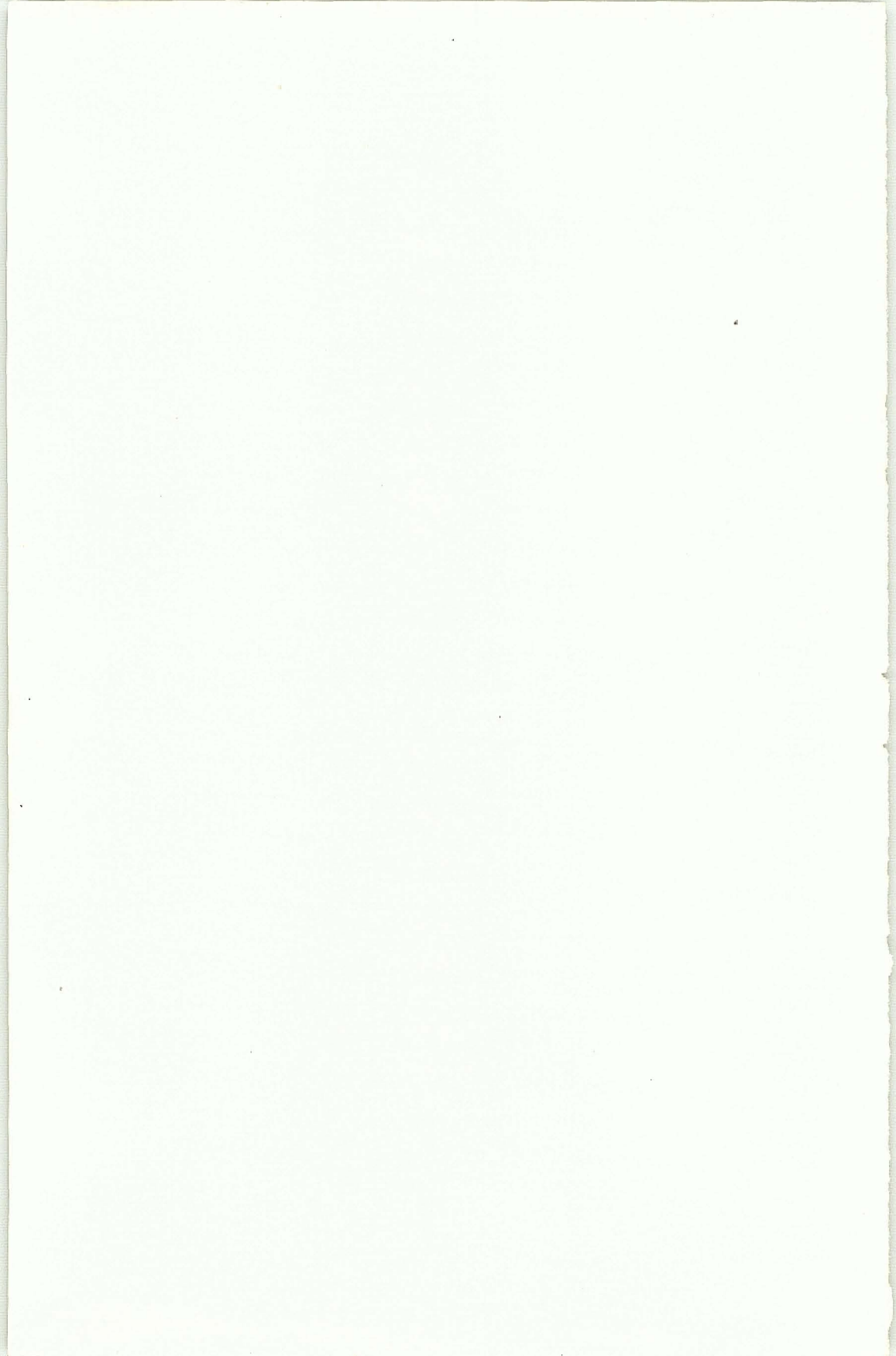


The
COCA-COLA COMPANY
AND SUBSIDIARIES
ATLANTA, GA.

ANNUAL REPORT
TO THE
STOCKHOLDERS
FOR THE YEAR 1930

February 2nd, 1931

PRINTED IN U. S. A.



THE COCA-COLA COMPANY

ATLANTA, GA.

TO THE STOCKHOLDERS OF
THE COCA-COLA COMPANY:

I am pleased to report that during the year 1930 total sales as well as the net profits of your Company have exceeded all previous records. A conservative policy of expansion has been continued; reserves have been increased; and the financial position of your Company is stronger than at any time in its history. We look forward to 1931 with confidence.

Respectfully submitted,

R. W. WOODRUFF,
President.

CONSOLIDATED CONDENSED BALANCE SHEET

The Coca-Cola Company, Atlanta, Georgia,
and Its Subsidiaries

December 31, 1930

ASSETS

CURRENT:

Cash on Deposit and Placed on Call.....	\$4,804,730.38	
Government Securities—At Cost.....	4,817,641.68	
Notes Receivable	12,306.93	
Accounts Receivable.....	1,863,344.52	
Inventory—Merchandise on Hand, (Priced at Lower of Cost or Market).....	7,248,849.08	\$18,746,872.59

✓ INVESTMENT IN COMPANY'S OWN CLASS "A"

STOCK—AT COST.....		\$11,141,304.80
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OTHER ASSETS:

Miscellaneous Investments	\$ 335,841.05	
Sundry Notes and Accounts Receivable.....	1,420,964.20	\$ 1,756,805.25

PERMANENT:

Land	\$1,082,670.78	
Buildings	\$4,810,317.30	
Machinery and Equipment.....	3,344,033.13	
Bottles and Cases.....	735,440.29	
	<u>\$8,889,790.72</u>	
Less: Allowance for Depreciation	\$3,224,591.40	\$5,665,199.32
		\$ 6,747,870.10

FORMULAE, TRADE-MARK AND GOODWILL (Increased due to acquisition of additional subsidiaries).....		\$23,116,807.57
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DEFERRED CHARGES:

Unexpired Insurance and Prepaid Expenses.....	50,493.16	
		<u>\$61,560,153.47</u>

LIABILITIES

CURRENT:

Accounts Payable	\$ 910,428.36	
Accrued Accounts	77,149.60	\$ 987,577.96

RESERVES:

For Current Income Taxes.....	\$ 1,895,826.99	
For Contingencies and Miscellaneous Operations	7,879,106.54	9,774,933.53

NOMINAL

CAPITAL STOCK:

✓ Class "A"—1,000,000 Shares—No Par Value.....	\$ 5,000,000.00	
Common—1,000,000 Shares—No Par Value.....	25,000,000.00	
	<u>\$30,000,000.00</u>	

PROFIT AND LOSS—SURPLUS.....	20,797,641.98	50,797,641.98
		<u>\$61,560,153.47</u>

CONSOLIDATED STATEMENT OF OPERATIONS

The Coca-Cola Company, Atlanta, Georgia,
and Its Subsidiaries

Year Ended December 31, 1930

SALES.....	\$41,284,510.91
Less: Cost of Goods Sold, Including freight on sales and allowances.....	15,453,208.67
GROSS OPERATING PROFIT.....	\$25,831,302.24
Expenses—Selling, Branch, Administrative and General.....	8,874,087.63
NET OPERATING PROFIT.....	\$16,957,214.61
Other Deductions—Net—Including Contingent and Miscellaneous Operating Reserves.....	1,665,679.43
NET PROFIT BEFORE INCOME TAXES.....	\$15,291,535.18
Reserve for Income Taxes.....	1,776,000.00
NET PROFIT.....	\$13,515,535.18

PROFIT AND LOSS—SURPLUS ACCOUNT

BALANCE—December 31, 1929.....	\$15,646,208.80
Net Profit from Operations for year ended December 31, 1930.....	13,515,535.18
	<u>\$29,161,743.98</u>

Deductions for Dividends:

Paid in Cash:

Class "A":

June 28, 1930.....	\$1,500,000.00
Less: Dividend on Stock owned by Company.....	306,279.00
	<u>\$1,193,721.00</u>

Dec. 29, 1930.....	\$1,500,000.00
Less: Dividend on Stock owned by Company.....	329,619.00
	<u>1,170,381.00</u>
	<u>\$2,364,102.00</u>

Common:

March 29, 1930.....	\$1,500,000.00
June 28, 1930.....	1,500,000.00
September 29, 1930.....	1,500,000.00
December 29, 1930.....	1,500,000.00
	<u>6,000,000.00</u>
	<u>8,364,102.00</u>

BALANCE—DECEMBER 31, 1930.....	\$20,797,641.98
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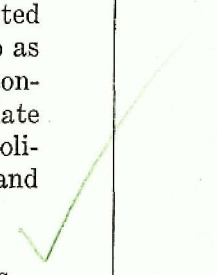
ERNST & ERNST
AUDITS AND SYSTEMS
TAX SERVICE

Atlanta, January 31, 1931.

We Hereby Certify,

That we have audited the books of account and record of THE COCA-COLA COMPANY, Atlanta, Georgia, and its subsidiaries, as at December 31, 1930, and that, based upon our examination and information obtained, it is our opinion that the annexed Consolidated Condensed Balance Sheet is drawn so as to correctly reflect the financial condition of the Companies at the date named, and that the relative Consolidated Statements of Operations, and Profit and Loss-Surplus are correct.

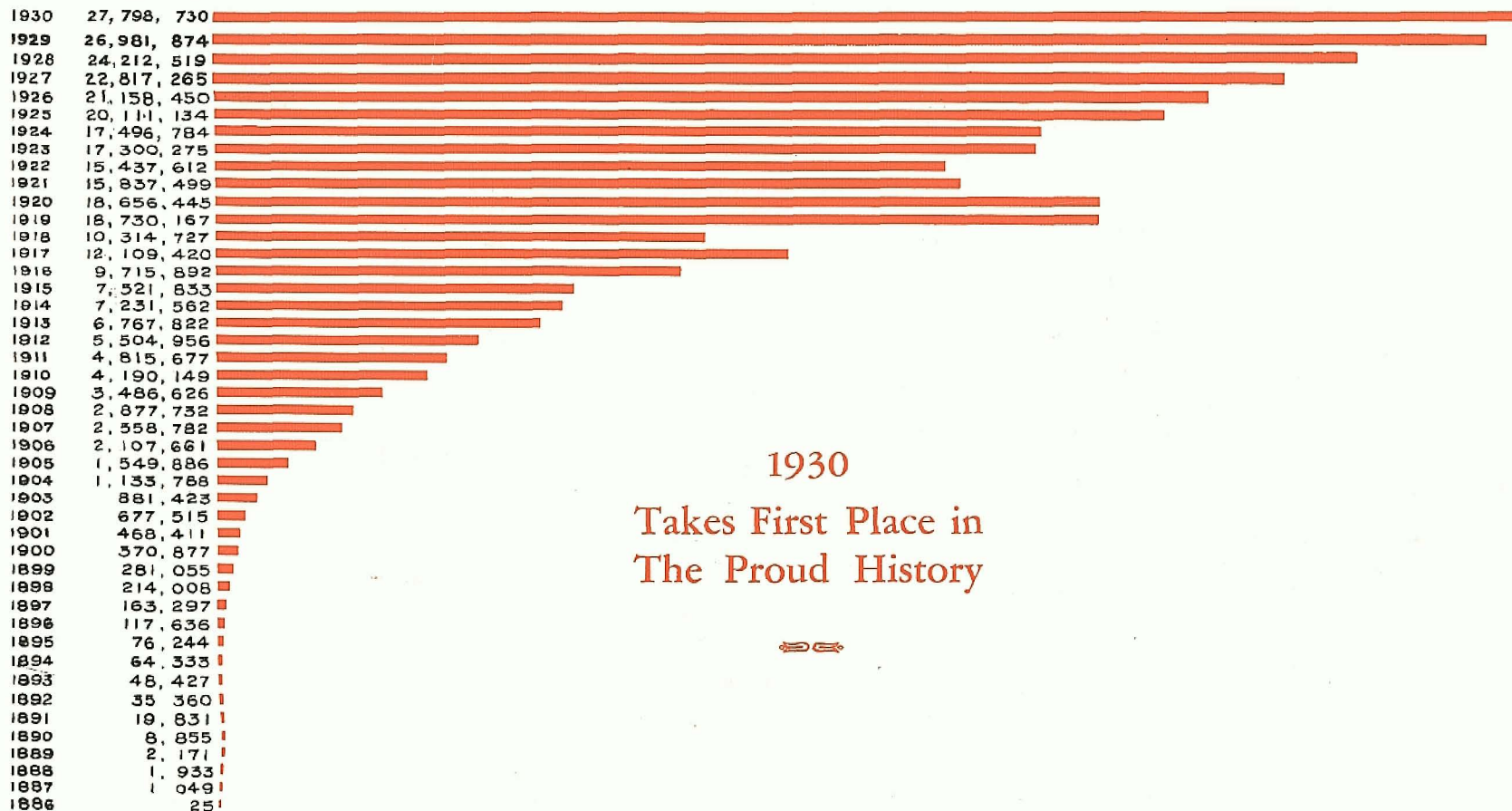
(Signed) ERNST & ERNST,
Public Accountants
and Auditors.





Some of the
1930 Coca-Cola
Posters

YEAR GALLONS

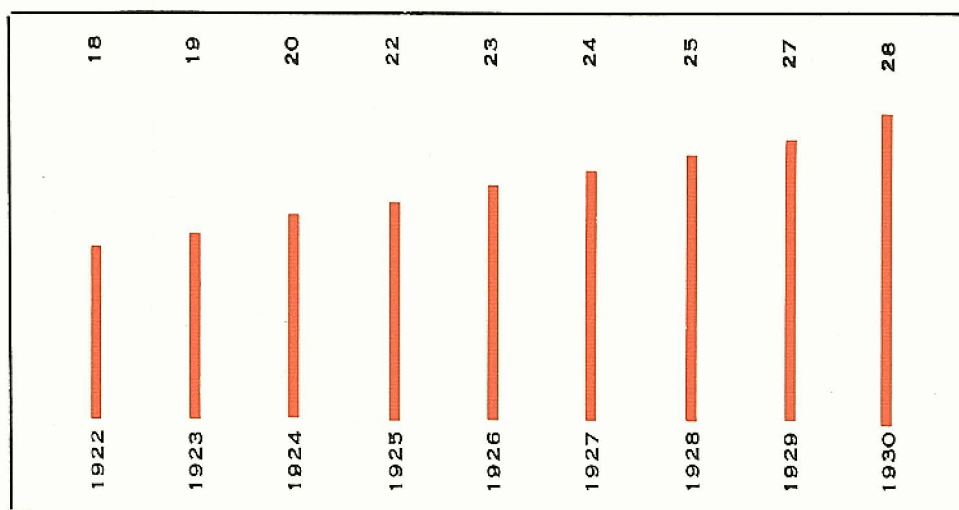


1930
Takes First Place in
The Proud History



Per Capita Consumption (U. S.)

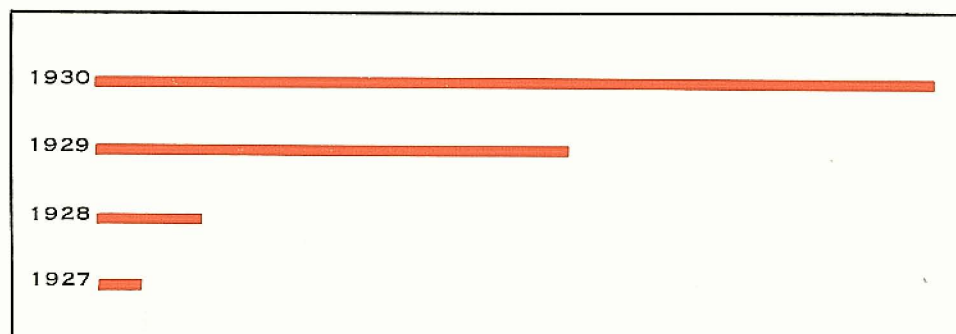
(Bottles and Glasses of Coca-Cola Consumed Annually per Person)



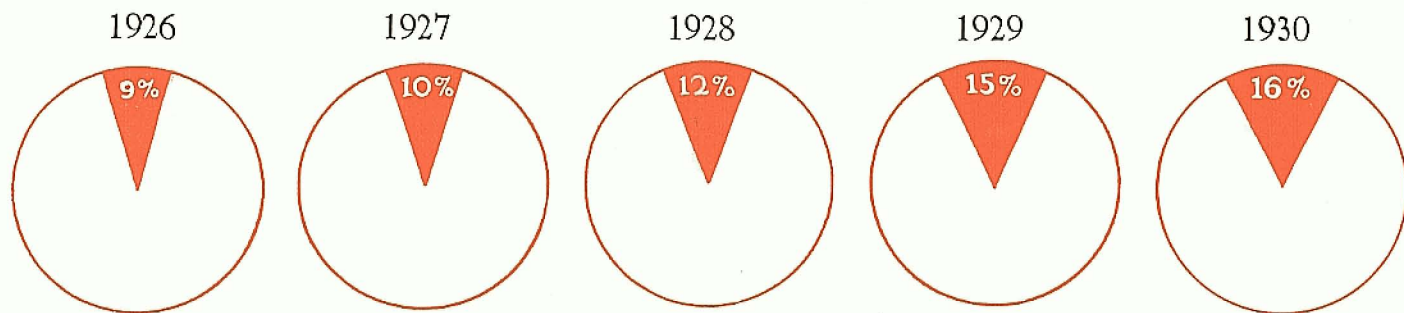
Growth in Canadian Sales



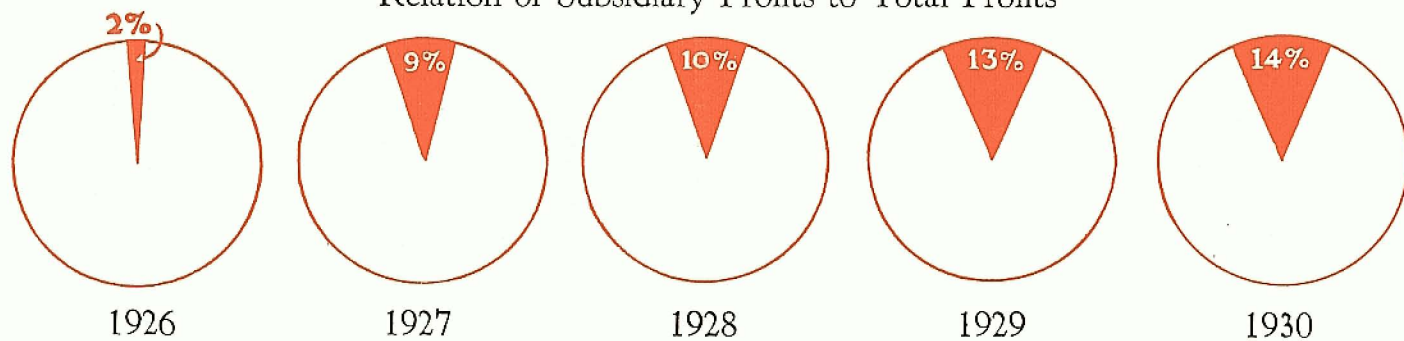
Growth in Other Subsidiary Sales



Relation of Subsidiary Sales to Total Sales



Relation of Subsidiary Profits to Total Profits



The World-Wide Distribution of Coca-Cola



Coca-Cola's Distribution System

In the United States, Canada and Cuba

□ Thirteen syrup factories: Toronto, Montreal, Winnipeg, Vancouver, Canada; Atlanta, Baltimore, Chicago, Dallas, Los Angeles, New Orleans, New York, Havana and Santiago, Cuba.

△ 38 Warehouses

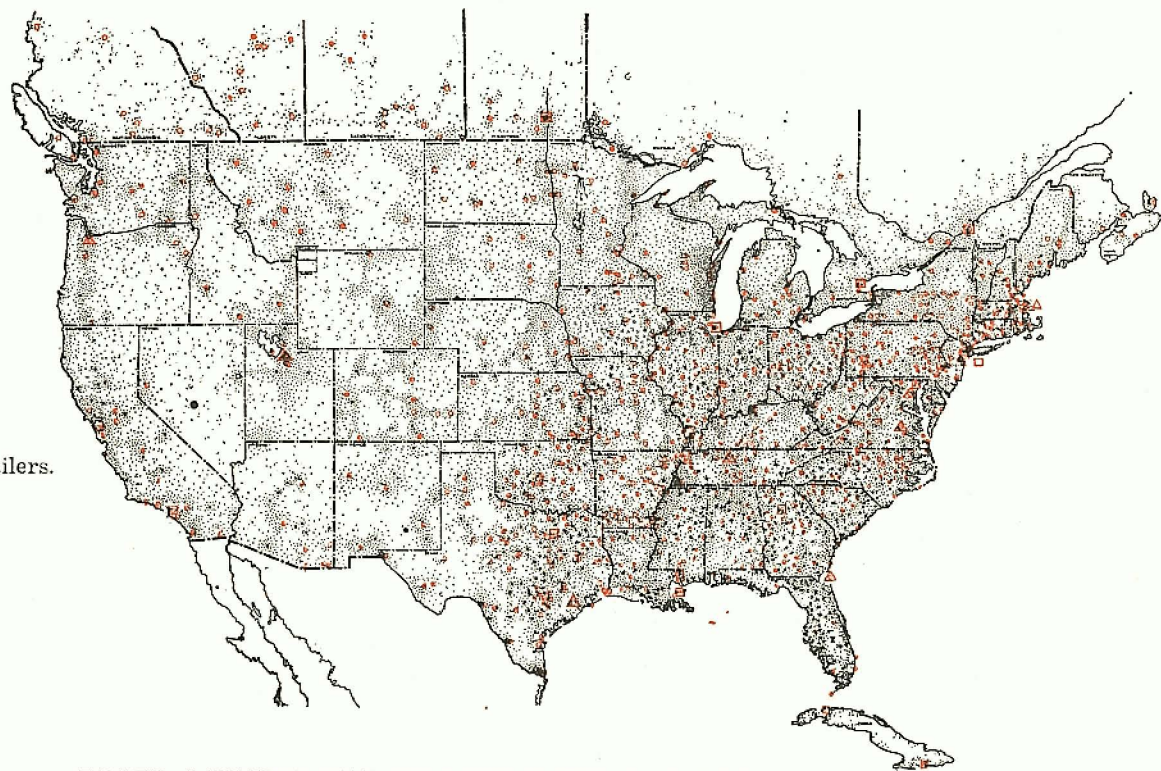
○ 2,200 Jobbers

● 1,250 Bottlers

• 123,000 Fountain Retailers and
over 800,000 Bottle Retailers.

20 District Headquarters

11 Regional Offices.



OVER NINE MILLION DRINKS A DAY

EXECUTIVE OFFICERS AND DIRECTORS

of

THE COCA-COLA COMPANY

W. C. BRADLEY.....	<i>Chairman Board Directors</i>
R. W. WOODRUFF.....	<i>President</i>
HARRISON JONES.....	<i>Executive Vice-President</i>
A. A. ACKLIN.....	<i>Vice-President</i>
W. M. BROWNLEE.....	<i>Vice-President</i>
W. P. HEATH.....	<i>Vice-President</i>
HAROLD HIRSCH.....	<i>Vice-President</i>
H. R. HORSEY.....	<i>Vice-President</i>
EUGENE KELLY.....	<i>Vice-President</i>
S. F. BOYKIN.....	<i>Secretary and Treasurer</i>
W. G. LAMB.....	<i>Assistant Secretary and Assistant Treasurer</i>
J. C. WEEKLEY.....	<i>Assistant Secretary</i>

DIRECTORS

W. C. Bradley.....	Columbus, Ga.	Lindsey Hopkins.....	Atlanta, Ga.
J. B. Campbell.....	Atlanta, Ga.	J. P. Illges.....	Columbus, Ga.
Chas. H. Candler.....	Atlanta, Ga.	Winship Nunnally.....	Atlanta, Ga.
W. C. D'Arcy.....	St. Louis, Mo.	E. W. Stetson.....	New York, N. Y.
Samuel C. Dobbs.....	Atlanta, Ga.	D. A. Turner.....	Columbus, Ga.
T. K. Glenn.....	Atlanta, Ga.	C. A. Wickersham.....	Atlanta, Ga.
Charles Hayden.....	New York, N. Y.	A. H. Wiggin.....	New York, N. Y.
Harold Hirsch.....	Atlanta, Ga.	Ernest Woodruff.....	Atlanta, Ga.
R. W. Woodruff.....		Atlanta, Ga.	

EXECUTIVE COMMITTEE

W. C. Bradley, Chairman	T. K. Glenn
J. B. Campbell	E. W. Stetson
Chas H. Candler	Ernest Woodruff
W. C. D'Arcy	R. W. Woodruff

GENERAL COUNSEL

Harold Hirsch, Atlanta, Ga.

ASSOCIATE GENERAL COUNSEL

John A. Sibley, Atlanta, Ga.

TRANSFER AGENTS

GUARANTY TRUST COMPANY
New York, N. Y.

TRUST COMPANY OF GEORGIA
Atlanta, Ga.

REGISTRARS

CHASE NATIONAL BANK
New York, N. Y.

THE FIRST NATIONAL BANK OF ATLANTA
Atlanta, Ga.



CHICAGO



BALTIMORE

THE COCA-COLA COMPANY

GENERAL OFFICES
ATLANTA, GEORGIA

Branch Offices and Manufacturing Plants

Atlanta Chicago Los Angeles New Orleans
Baltimore Dallas New York



SANTIAGO



MONTREAL



VANCOUVER



HAVANA



NEW ORLEANS

Warehouses
Amarillo, Texas Kansas City, Mo. Roanoke, Va.
Beaumont, Texas Knoxville, Tenn. Salisbury, N. C.
Birmingham, Ala. Little Rock, Ark. Salt Lake City, U.
Boston, Mass. Memphis, Tenn. San Antonio, Tex.
Charleston, W. Va. Miami, Florida Savannah, Ga.
Charlotte, N. C. Minneapolis, Minn. Shreveport, La.
Chattanooga, Tenn. Nashville, Tenn. Tampa, Fla.
Denver, Colorado Oklahoma City, Ok. Tulsa, Okla.
El Paso, Texas Philadelphia, Pa. Washington, D. C.
Greensboro, N. C. Pittsburgh, Pa. W. Palm Beach, Fla.
Houston, Texas Portland, Ore. Wichita, Kans.
Huntington, W. Va. Raleigh, N. C. Wilmington, N.C.
Jacksonville, Fla. Richmond, Va.

THE COCA-COLA COMPANY of CANADA, Ltd.

HEAD OFFICES—TORONTO

Branch Offices and Manufacturing Plants

Montreal Toronto Vancouver Winnipeg

Bottling Plants

Belleville Montreal Windsor Quebec
Brandon Hamilton Ottawa Regina
Calgary Kingston Peterboro Saskatoon
Edmonton London Vancouver Winnipeg
Toronto Port Arthur
Niagara Falls, Ontario

CUBA

Havana

Santiago



DALLAS



LOS ANGELES



TORONTO



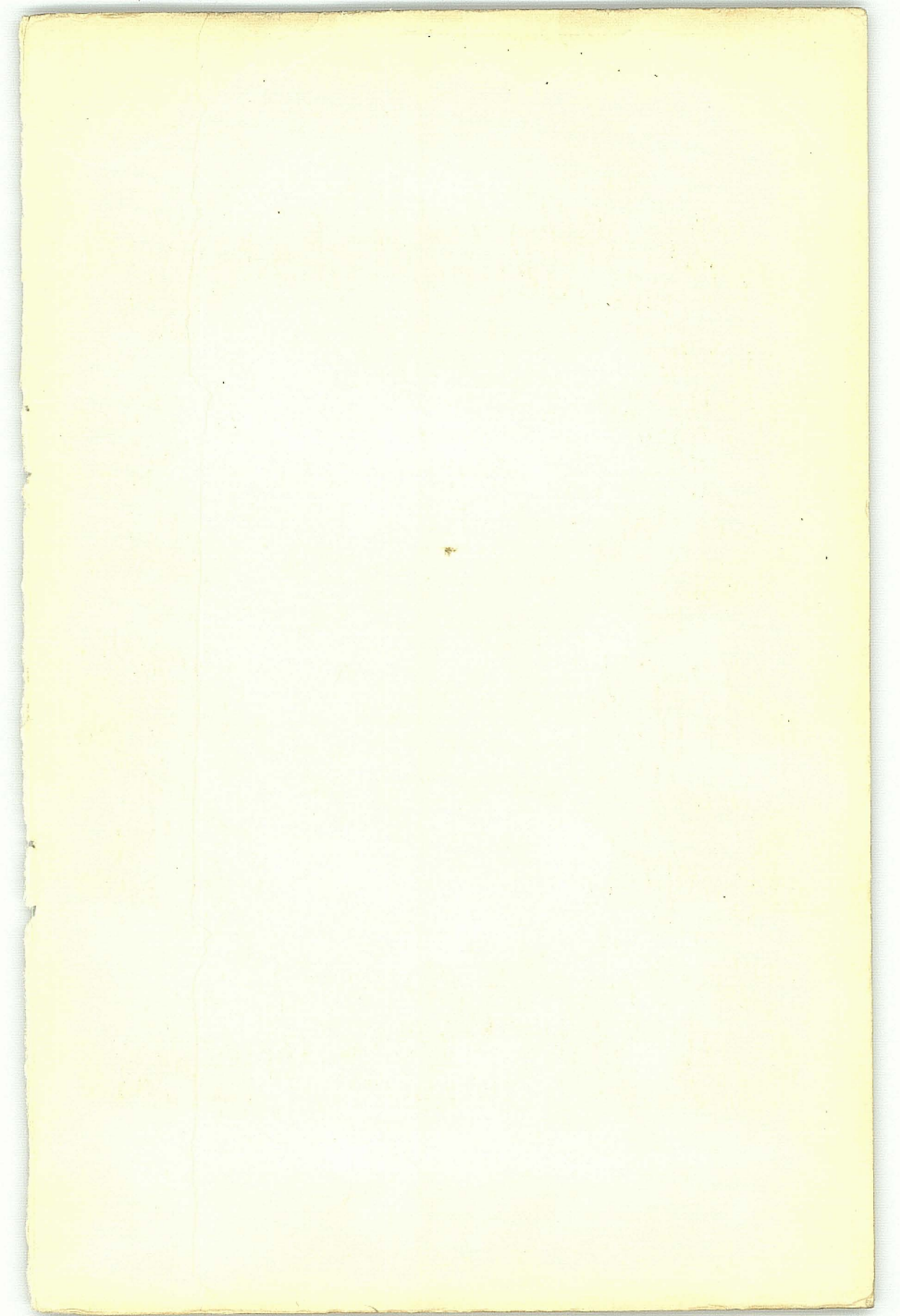
NEW YORK



HOME OFFICE and PLANT-ATLANTA



WINNIPEG



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1000
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